

Ad No. 11058 - Reg. No. 51172 - 1 page - B&W - 7 x 10 in.

Tobacco Journal, Aug. 6, 1955
Tobacco & Cigarette Industry's Guide, August, 1955
Tobacco Leaf, July 9 and August 20, 1955
Tobacco Record, July, 1955
Western Tobaccoist, July, 1955
U. S. Tobacco Journal, June 27 and August 28, 1955

Only a
baby...but
BIG!

...and getting bigger and
BIGGER every day

POPULAR
FILTER
PRICE



NEW Marlboro

THE LONG-SIZE FILTER CIGARETTE FROM PHILIP MORRIS

...and these
are the reasons
why:

- Fits all vending machines.
- Delivers the goods on flavor—makes it easy to change to filter smoking.
- Flip-top Box—first really new cigarette package in 38 years.
- Exclusive New Filter—easy-drawing, delivers the goods on flavor.
- New recipe—selected over all others by the most smokers.
- Major league Newspaper, TV, and Display advertising.

GIVES YOUR CUSTOMERS MORE DOWNRIGHT VALUE FOR THEIR CIGARETTE DOLLARS



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